U.S. Department of Justice

Washington, DC 20530

OMB NO. 1124-0002; Expires February 28, 2014

**Supplemental Statement** 

Pursuant to the Foreign Agents Registration Act of 1938, as amended

For Six Month Period Ending April 30, 2011 I - REGISTRANT 1. (a) Name of Registrant (b) Registration No. Fleishman-Hillard Inc. 5801 (c) Business Address(es) of Registrant 200 North Broadway Saint Louis, MO 63102 2. Has there been a change in the information previously furnished in connection with the following? (a) If an individual: (1) Residence address(es) Yes 🗌 No 🗌 (2) Citizenship Yes 🗌 No 🔲 (3) Occupation Yes [ No 🗌 (b) If an organization: (1) Name Yes 🗌 No ⊠ (2) Ownership or control No 🗵 Yes 🗌 (3) Branch offices Yes 🗌 No 🗵 (c) Explain fully all changes, if any, indicated in Items (a) and (b) above. IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a). 3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period. No ⊠ If yes, have you filed an amendment to the Exhibit C? No 🗆 Yes 🗌 If no, please attach the required amendment.

Formerly CRM-154

FORM NSD-2 Revised 03/11

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

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	ed acting as partners, officers, direct	ors or similar officials of th	e registrant during this	6 month reporting peri-
Yes ⊠ <sup>*</sup>	No 🗆			
If yes, furnish the follo	owing information:			
Name		Position	Date Con	nection Ended
		•		
* In the ordinary course of decision-makers and senior	business, employees (including senior- most executive management have ren	level) join, are promoted, or on ained constant.	depart from time to time;	however, Registrant's ke
(b) Have any persons beco Yes ⊠*	me partners, officers, directors or sin	milar officials during this 6	month reporting period	1?
If yes, furnish the follo	owing information:			•
Name	Residence Address	Citizenship	Position	Date Assumed
* In the ordinary course of key decision-makers and se	business, employees (including senior nior-most executive management have	-level) join, are promoted, or remained constant.	depart from time to time	e; however, Registrant's
	in Item 4(b) rendered services direct	ly in furtherance of the inte	rests of any foreign pri	ncipal?
Yes If yes identify each su	ch person and describe the service re	endered		
ir yes, identify each so	ion person and describe the service re	sideled.		
			•	
	reporting period, has the registrant his to the registrant directly in furtheranced or similar capacity? Yes			
Name	Residence Address	Citizenship	Position	Date Assumed
Caren Auchman	1718 P St. NW, Apt 1709 Washington, DC 20006	United States	PR Counsel	March 17, 2011
	•		•	
•		•		
	r individuals, who have filed a short gistrant during this 6 month reporting		, terminated their empl No ⊠	oyment or
If yes, furnish the follo	wing information:			
Name	Pe	osition or Connection	Da	te Terminated
		•		
			•	
	individuals, who have filed a short month reporting period? Yes	form registration statement. No ⊠	, terminated their conne	ection with any foreign
If yes, furnish the follo				
	_	Founiem Dainei	mal Da	to Torminated
Name	Position or Connection	Foreign Princi	рат — Да	te Terminated
	•			
		•		•
Have short form registration	on statements been filed by all of the	persons named in Items 5/	a) and 5(h) of the supp	lemental statement?
Yes 🔀	No [	L	, 1 (0) 02 me oupp	
	s who have not filed the required sta	tement.		
f mo, mat mannes or person				

3)

				(PAGE
	II - FOREIGN PRINCIPAL			
7	. Has your connection with any foreign principal ended during this 6 month reporting If yes, furnish the following information:	period? Yes ⊠	No 🗆	<del></del>
	Foreign Principal	Date of Termination		
	Levant Suez Consulting Corporation on behalf of Sheikh Fahad Al Ali Al Sabah and the Fahad Al Salem Center for Dialogue Among Civilizations and Defense of Liberty, 4002 Townsville Circle, #105, Missouri City, Texas 77459	April 15, 2011		
		•		
				٠
8.	Have you acquired any new foreign principal(s) <sup>2</sup> during this 6 month reporting period If yes, furnish th following information:	d? Yes ⊠	No □	
	Name and Address of Foreign Principal(s)	Date Acquired		
	Levant Suez Consulting Corporation on behalf of Sheikh Fahad Al Ali Al	March 17, 2011		
	Sabah and the Fahad Al Salem Center for Dialogue Among Civilizations and			
	Defense of Liberty, 4002 Townsville Circle, #105, Missouri City, Texas 77459			
		•	•	
9.	In addition to those named in Items 7 and 8, if any, list foreign principal(s) <sup>2</sup> whom yo reporting period.	ou continued to represent of	luring the	5 month
	Government of the Republic of Turkey, Embassy			•
	Secretariat for Social Communications of the Federative Republic of Brazil*		•	
				*
	*The foreign principal has indicated that Registrant should use the following trans Social da Presidencia da Republica Federativa do Brasil: Secretariat for Social Como of Brazil (SECOM). The name of the underlying Brazilian entity has not changed.			
10	0. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed	in Item 8?	**	
-	Exhibit A <sup>3</sup> Yes ⊠ No □			
	Exhibit B⁴ Yes ⊠ No □	·		
	If no, please attach the required exhibit.			
	(b) Have there been any changes in the Exhibits A and B previously filed for any fo			
	represented during this six month period?  Yes	No ⊠		
	If yes, have you filed an amendment to these exhibits? Yes	No 🗆		

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

3 The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

4 The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets fourth the information concerning the agreement or understanding between the registrant and the foreign principal.

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11.	During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement?  Yes  No
	If yes, identify each foreign principal and describe in full detail your activities and services:
	Please see Attachment 11.
12.	During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below?  Yes ⊠ No □
	If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.
	Please see Attachment 12.
13.	In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒
	If yes, describe fully.

<sup>5</sup> The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

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# IV - FINANCIAL INFORMATION

14. (a)		porting period, have you receiv other source, for or in the inter					•
	If no, explain why.	.*	•				
				·			
	If yes, set forth below i	n the required detail and separa	itely for each	foreign principal	an account of	such monies.6	
	Date Please see	From Whom		Purpose		Amount	
	Attachment 14.	,				,	
						\$ 2,036,064.55	
					-	Total	
(b)		AISING CAMPAIGN porting period, have you received in Items 7, 8, or 9 of this state		a fundraising car	npaign <sup>7</sup> , any r No ⊠	noney on behalf of	any
	If yes, have you filed a	n Exhibit D to your registration		Yes 🗆	No 🗆		
	If yes, indicate the date	the Exhibit D was filed.	Date		· -	·	
(c)	RECEIPTS-THINGS During this 6 month reproduced in Items 7, 8, or Yes	OF VALUE porting period, have you receiv 9 of this statement, or from an No ⊠	ed any thing y other sourc	of value <sup>9</sup> other the, for or in the in	an money from	m any foreign princi such foreign princi	cipal pal?
	If yes, furnish the follo	wing information:					
	Foreign Principal	Date Receive	d	Thing of Value	•	Purpose	
				<u>.</u>			

<sup>6, 7</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

<sup>8</sup> An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign

<sup>9</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks." and the like.

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15. (a)	DISBURSEMENTS-M	IONIES		-		
, ,	During this 6 month rep	orting period, hav	ve you			•
	(1) disbursed or expen	ded monies in cor	nnection with act	tivity on behalf of	any foreign principa	al named in Items 7, 8, or
	9 of this statement	? Yes ⊠	No 🗆			
٠	(2) transmitted monies	to any such forei	gn principal?	Yes 🗆	No ⊠	
	If no, explain in full det  If yes, set forth below in monies transmitted, if a	the required deta	ail and separately			of such monies, including
	Date Please see	To Who	om ·	•	Purpose	Amount

\$ 563,165.32

Total

Y	∕es □ N	lo ⊠			
If yes, furnish the f	following informati	ion:	.•		
Date	Recipient	Foreign P	rincipal	Thing of Value	Purpose
			• .	· ,	
				•	
				•	
			•	•	
	•				
			•	•	
				•	
other person, made	h reporting period, any contributions	have you from yo of money or other	our own funds and things of value	d on your own behalf eit in connection with an e s held to select candidate	lection to any politica
Y	res ⊠ N	о <b></b>			
If yes, furnish the f	ollowing informati	on:			
Date	Amount or Th	ing of Value	Political Org	ganization or Candidate	Location of Ever
Please see Attachment 15				,	

<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

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# V-INFORMATIONAL MATERIALS

16. (a) During this 6 month rep Yes ⊠	oorting period, did you No 🏻	prepare, disseminate or cause	e to be disseminated any	y informational materials?12
If Yes, go to Item 17.	140 🗀			
(b) If you answered No to I	tem 16(a), do vou disse	eminate any material in conne	ection with your registra	ation?
Yes □	No 🗆		· · · · · · · · · · · · · · · · · · ·	
If Yes, please forward the n	naterials disseminated o	luring the six month period t	o the Registration Unit	for review.
17. Identify each such foreign p				
Secretariat for Social Comm	nunications of the Fed	erative Republic of Brazil		,
		•		
		•		
18. During this 6 month reporting finance your activities in pro-			idget or allocated a spec Yes □	cified sum of money to
	•	amount, and indicate for wh		110 🖸
	roign principal, speerly	initiality and indivate for win	at ported of time.	
10 D				6:-6
19. During this 6 month reporting materials include the use of		vities in preparing, dissemin	ating or causing the dis	semination of informational
☐ Radio or TV broadcasts	, •	paper   Motion picture fil	lms	ers or telegrams
☐ Advertising campaigns	Press releases	☐ Pamphlets or other	er publications 🗌 Lect	ures or speeches
Other (specify)		****		· .
<b>Electronic Communications</b>				
☐ Email		•		
☐ Website URL(s): ☐ Social media websites URL(s) ☐ Other (specify)	<del>7 </del>		·····	· · · · · · · · · · · · · · · · · · ·
☐ Social media websites URL(	s):			
☐ Other (specify)	<del> ,</del>			-
20. During this 6 month reporting the following groups:	ng period, did you disse	eminate or cause to be dissen	ninated informational m	naterials among any of
☐ Public officials	×	Newspapers	☐ Librari	es
☐ Legislators		Editors	☐ Educat	ional institutions
☐ Government agencies		Civic groups or associations	,	ality groups
Other (specify)		,		·
21. What language was used in	the informational mate	rials:		
⊠ English	[	Other (specify)		
22. Did you file with the Regist disseminated or caused to be		tment of Justice a copy of ea his 6 month reporting period		ational materials No 🏻
23. Did you label each item of s Yes ⊠ No □		erials with the statement requ	ired by Section 4(b) of	the Act?

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature of the president, Sr. Partner & Corporate Controller

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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

# SHORT-FORM REGISTRATION INFORMATION SHEET

The Department records list active short-form registration statements for the following persons filed on the date indicated by each name. If a person is not currently functioning in the same capacity directly on behalf of the foreign principal, please indicate the date of termination in Item 5 of the supplemental statement.

#### Short Form List for Registrant: Fleishman-Hillard, Inc.

Last Name	First Name	Registration Date
Doering	Matthew J.	03/16/2009
Horowitz	Daniel	09/24/2007
Dionne	Marc	04/16/2007
Hitti	Sophia M.	06/25/2010
Auchman	Caren	03/25/2011
Black	William	09/24/2007
Vellozzi	Sarah M.	06/25/2010
Moritz	Janelle M.	10/08/2010
Hutchins	Coleman Roest	04/16/2007
Whiting, Jr	David Smythe	03/25/2011
Cutin	Dario O.	03/16/2009
Naru	Stephen R.	06/19/2009
Weintraub	Jeffrey R.	04/16/2007
Rohrer	Donna Weatherly	04/16/2007
Banas	Melissa J.	06/19/2009
Posner	Ralph	04/16/2007
Boudreau	. Martha Miller	04/16/2007
Kershow	Madeleine	06/25/2010

<sup>\*</sup>Also included with this Supplemental Statement is a Short-Form Registration Statement for Rosanna Maietta for work on behalf of the Government of the Republic of Turkey, Embassy.

# ATTACHMENTS TO SUPPLEMENTAL STATEMENT FOR PERIOD ENDING APRIL 30, 2011

Fleishman-Hillard Inc. (FARA Reg. No. 5801)

# **ATTACHMENT 11**

# <u>Activities for and Services Rendered to Foreign Principals</u>

# Government of the Republic of Turkey, Embassy

The following describes the communications activities undertaken on behalf of the Embassy of Turkey from November 2010 to April 2011.

#### November 2010

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Sent out various e-newsletters to stakeholders with updates from embassy.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence invites, logistical coordination, materials.
- Provided support at other cultural events at embassy invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Conducted outreach to local academic institutions and think tanks for potential speaking opportunities.
- Assisted with coordination of delegation of think tank scholars, trade media and others to Istanbul to commemorate first direct flight between Washington and Istanbul.
- Traveled to Istanbul to support delegation.
- Coordinate meetings with Turkish NBA players.

#### December 2010

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Sent out various e-newsletters to stakeholders with updates from embassy.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence invites, logistical coordination, materials.
- Provided support at other cultural events at embassy invites, logistical coordination, materials, staffing, media outreach, audio/visual.

- Conducted outreach to local academic institutions and think tanks for potential speaking opportunities.
- Made edits to format of policy fact sheets.
- Prepared background briefing for meeting with Bloomberg News reporting team.
- Coordinate meetings with Turkish NBA players.

# January 2011

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Sent out various e-newsletters to stakeholders with updates from embassy.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence invites, logistical coordination, materials, staffing.
- Provided support at other cultural events at embassy invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Conducted outreach to local academic institutions and think tanks for potential speaking opportunities.
- Facilitated interview with local NBC affiliate on Turkish residence/chef.
- Coordinate meetings with Turkish NBA players.

#### February 2011

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Sent out various e-newsletters to stakeholders with updates from embassy.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Provided support at other cultural events at embassy invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Conducted outreach to local academic institutions and think tanks for potential speaking opportunities.
- Coordinate meetings with Turkish NBA players.
- Provided IT support on embassy email accounts.

# March 2011

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Sent out various e-newsletters to stakeholders with updates from embassy.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Provided support at other cultural events at embassy invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Conducted outreach to local academic institutions and think tanks for potential speaking opportunities.
- Provided IT support on embassy email accounts.
- Developed recommendations for cultural opportunities to host or support in Washington.

# **April 2011**

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Sent out various e-newsletters to stakeholders with updates from embassy.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Provided support at other cultural events at embassy invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Conducted outreach to local academic institutions and think tanks for potential speaking opportunities.
- Provided IT support on embassy email accounts.

# Secretariat for Social Communications of the Federative Republic of Brazil

The following describes the communications activities undertaken on behalf of the Secretariat for Social Communications of the Federative Republic of Brazil (SECOM) from November 2010 to April 2011.

# November 2010

- Provided and participated in regular client updates and planning discussions.
- Established schedule of regular weekly update calls and planning discussions; developed planning documents for weekly activity updates.
- Tracked and reported activities with SECOM, CDN, and internal Fleishman-Hillard's teams on a weekly basis.
- Ongoing discussion with SECOM/CDN regarding internal adoption of key messages.
- Discussion with client about operations and development of strategic recommendation documents.
- Reported and discussed pitching activities, strategic opportunities, and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities, relayed and responded to media requests, tracked media coverage, research and develop list of potential outreach opportunities.
- Coordinated with CDN and Apex on agenda, travel arrangements, and logistics for individual press trips scheduled for December 2010.
- Conducted research and outreach for potential press trips in January and February 2011.
- Update list of potential spokespeople, media targets, analysts quoted in media clips for potential outreach opportunities.

#### December 2010

- Provided and participated in regular client updates and planning discussions.
- Established schedule of regular weekly update calls and planning discussions; developed planning documents for weekly activity updates.
- Tracked and reported activities with SECOM, CDN, and internal Fleishman-Hillard's teams on a weekly basis.
- Discussion with client on 2010 operations and development of strategic recommendation and planning documents.
- Reporting and discussion of pitching activities, strategic opportunities, and news generation from Brazil; discussion and development of story pitching, outreach, and reporting on story opportunities, relaying and responding to media requests, tracking of media coverage.
- Conducted research and outreach, coordinated with CDN and Apex on agenda, logistics, and background materials for trip to Brazil by members of the press.
- Conducted outreach and planning for potential press trip in February 2011.
- Updates, coordination, development, and planning of event opportunities.
- Update list of potential spokespeople, media targets, analysts quoted in media clips for potential outreach opportunities.

# January 2011

- Provided and participated in regular client updates and planning discussions.
- Established schedule of regular weekly update calls and planning discussions; developed planning documents for weekly activity updates.
- Tracked and reported activities with SECOM, CDN, and internal Fleishman-Hillard's teams on a weekly basis.
- Reporting and discussion of pitching activities, strategic opportunities, and news generation from Brazil; discussion and development of story pitching and reporting on story opportunities, relaying and responding to media requests, tracking of media coverage.
- Identified target media, conducted outreach, coordinated travel arrangements and logistics, developed briefing document and background materials related to Oil Exploration and Research and Development Press Trip related to Brazil's offshore oil industry. Developed materials and secured participation of journalists in press trip.
- Updates, coordination, development, planning, and outreach of event opportunities, including fora on investing in Latin America in Hong Kong, Abu Dhabi, Zurich, Delhi, and Beijing and potential future press trips.
- Update list of potential spokespeople, media targets, analysts quoted in media clips for potential outreach opportunities.

# February 2011

- Provided and participated in regular client updates and planning discussions.
- Established schedule of regular weekly update calls and planning discussions; developed planning documents for weekly activity updates.
- Tracked and reported activities with SECOM, CDN, and internal Fleishman-Hillard's teams on a weekly basis.
- Reporting and discussion of pitching activities, strategic opportunities, and news generation from Brazil; discussion and development of story pitching and reporting on story opportunities, relaying and responding to media requests, tracking of media coverage.
- Identified target media, conducted outreach, coordinated travel arrangements and logistics, developed briefing document and background materials related to Science and Technology
- Secured participation of journalists in press trip.
- Updates, coordination, development, and planning of event opportunities, including potential press trips.
- Update list of potential spokespeople, media targets, analysts quoted in media clips for potential outreach opportunities.

#### March 2011

- Provided and participated in regular client updates and planning discussions.
- Established schedule of regular weekly update calls and planning discussions; developed planning documents for weekly activity updates.
- Tracked and reported activities with SECOM, CDN, and internal Fleishman-Hillard's teams on a weekly basis.
- Discussion with client on operations and development of strategic recommendation documents, including media outreach.

- Reporting and discussion of pitching activities, strategic opportunities, and news generation from Brazil; discussion and development of story pitching and reporting on story opportunities, relaying and responding to media requests, tracking of media coverage.
- Updates, coordination, development, and planning of event opportunities, including potential press trips.
- Continued monitoring and reporting media results from Science & Technology Press Trip.
- Update list of potential spokespeople, media targets, analysts quoted in media clips for potential outreach opportunities.

# **April 2011**

- Provided and participated in regular client updates and planning discussions.
- Established schedule of regular weekly update calls and planning discussions; developed planning documents for weekly activity updates.
- Tracked and reported activities with SECOM, CDN, and internal Fleishman-Hillard's teams on a weekly basis.
- Discussion with client on operations and development of strategic recommendation documents, including media outreach.
- Reporting and discussion of pitching activities, strategic opportunities, and news generation
  from Brazil; discussion and development of story pitching and reporting on story opportunities,
  relaying and responding to media requests, tracking of media coverage.
- Identified target media, conducted outreach, developed briefing document, moderator's guide, and collateral materials related to press trip regarding Brazil's agribusiness industry. Secured participation of journalists in press trip.
- Conduct research and outreach for potential future press trips, including Renewable Energy Press Trip.
- Updates, coordination, development, and planning of event opportunities.
- Update list of potential spokespeople, media targets, analysts quoted in media clips for potential outreach opportunities.

# Levant Suez Consulting Corporation on behalf of Sheikh Fahad Al Ali Al Sabah and the Fahad Al Salem Center for Dialogue Among Civilizations and Defense of Liberty

The following describes the communications activities undertaken on behalf of Levant Suez Consulting Corporation & The Fahad Al Salem Center from March 2011 to April 2011.

#### March 2011

- Media monitoring and summary reports of latest Kuwaiti news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Regular updates with staff and consultants.
- Traveled to New York City to support Sheikh Fahad.
- Traveled to Washington, D.C. to support Sheikh Fahad.
- Conducted media training session.
- Provided on-site support at New York City and Washington, D.C. events invites, logistical coordination, materials, staffing, media outreach, and audio/visual.
- Conducted outreach to local academic institutions for speaking opportunities.

# April 2011

- Media monitoring and summary reports of latest Kuwaiti news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Developed video documenting Sheikh Fahad's visit to U.S.
- Provided on-site support at New York City and Washington, D.C. events invites, logistical coordination, materials, staffing, media outreach, and audio/visual.

# **ATTACHMENT 12**

# **Political Activities**

# Government of the Republic of Turkey, Embassy

#### November 2010

- Supported updates to social media channels Facebook, Vimeo and Twitter.
- Reviewed and edited speeches to be given by Ambassador Tan.
- Conducted media outreach for briefings with high-ranking Turkish official visiting Washington;
   staffed briefings.

# December 2010

- Supported updates to social media channels Facebook, Vimeo and Twitter.
- Reviewed and edited speeches to be given by Ambassador Tan.
- Drafted statement on Turkey's assistance to Middle East during massive fire.
- Conducted media outreach for briefings with high-ranking Turkish official visiting Washington;
   staffed briefings.
- Staffed meeting with Center for American Progress scholars.
- Drafted Wall Street Journal letter to editor on Sino-Turkish relations.
- Reviewed and edited media statement on Congressional consideration of Armenian resolution.

# January 2011

- Supported updates to social media channels Facebook, Vimeo and Twitter.
- Reviewed and edited speeches to be given by Ambassador Tan.
- Conducted media outreach for briefings with high-ranking Turkish official visiting Washington;
   staffed briefings.
- Worked on formatting and text of policy fact sheets.
- Researched potential activities for Ambassador's visits to Pittsburgh, Houston and Los Angeles.

# February 2011

- Supported updates to social media channels Facebook, Vimeo and Twitter.
- Reviewed and edited speeches to be given by Ambassador Tan.
- Conducted media outreach for briefings with high-ranking Turkish official visiting Washington;
   staffed briefings.
- Worked on formatting and text of policy fact sheets.
- Provided support and counsel around Ambassador's visits to Houston, Phoenix and Los Angeles.
- Staffed Ambassador's meeting with Bloomberg News reporting team.

#### March 2011

- Supported updates to social media channels Facebook, Vimeo and Twitter.
- Reviewed and edited speeches to be given by Ambassador Tan.
- Conducted media outreach for briefings with high-ranking Turkish official visiting Washington;
   staffed briefings.
- Prepared for and attended update briefing with Ambassador Tan.
- Researched opportunities for participation at annual Library of Congress National Book Festival.
- Draft letter to editor in response to Washington Post editorial and New York Times article.
- Prepared media statement on Turkish role in the release of journalists held in Libya.

# April 2011

- Supported updates to social media channels Facebook, Vimeo and Twitter.
- Reviewed and edited speeches to be given by Ambassador Tan.
- Researched and drafted report on growth of embassy's social media channels.
- Prepared presentation for media training of embassy officials.
- Drafted media statement on Turkey's role to support UN efforts in Libya.
- Conducted media outreach for two briefings with high-ranking Turkish official visiting Washington; staffed briefings.
- Edited and designed brochure on UN Least Developed Countries conference.
- Drafted letters to the editor for submission to the New York Times and Los Angeles Times.
- Reviewed and edited statement on UN Security Council.
- Staffed Washington Post editorial board meeting.

# Secretariat for Social Communications of the Federative Republic of Brazil

# November 2010

- Organized and/or coordinated with CDN to execute a total of 4 one-on-one interviews / briefings / media opportunities, including:
  - o Marcelo Neri (FGV) with The Wall Street Journal, November 10, 2010
  - o Ambassador Sergio Serra with l'Humanite, November 30, 2010
  - o Ambassador Sergio Serra with CCTV, November 30, 2010
  - Ambassador Luiz Alberto Figueiredo briefing with Brazilian journalists, November 30, 2010
- Identified target media, developed briefing documents and moderator's guide, provided on-site support, handled follow-up requests, and prepared updates and coverage reports regarding Brazil's priorities for the COP16 Convention on Climate Change.
  - Organized teleconference with Ambassador Luiz Alberto Figueiredo with Reuters, Reuters PointCarbon, Bloomberg, The Guardian, Le Monde, Le Figaro, ClimateWire, and Energy Refuge.
  - Conducted outreach and coordination, provided support for COP16 Convention on Climate Change.
- Coordinated meting of Brazilian Development Bank President Luciano Coutinho with Reuters on November 23, 2010.

- Disseminated press release entitled "Brazil's Industrial Health Complex Initiative Signs Agreements to Enhance Health Infrastructure."
- Disseminated press release entitled "Brazil Announced Three New Initiatives to Advance Climate Change Policy and Reduce National Carbon Footprint."
- Disseminated press release entitled "Brazil Unemployment Rate at 6.2 % for September 2010"

## December 2010

- Organized and/or coordinated with CDN to execute a total of 41 one-on-one interviews / briefings / media opportunities, including:
  - Ambassador Serra with Xinhua, China Daily, Gangzhou Daily, ClimateWire, December 1, 2010
  - o Ambassador Figueiredo with Dow Jones, December 1, 2010
  - Statement from Ambassador Figueiredo on Kyoto Protocol to Agence France-Presse, December 1, 2010
  - Statement from Ambassador Figueiredo on India's MRV proposal to Reuters, December 1, 2010
  - Ambassador Serra with AFP, Bloomberg, December 2, 2010
  - o Brazilian journalists briefing with Ambassador Figueiredo, December 2, 2010
  - o Ambassador Figueiredo with Bloomberg, December 3, 2010
  - Ambassador Serra with Yomiuri Shimbun, Reuters PointCarbon, December 3, 2010
  - Ambassador Serra with Associated Press, December 4, 2010
  - CNN "Connect the World" debate with Ambassador Figueiredo, December 6, 2010
  - o Ambassador Serra with Al Jazeera English and Le Monde, December 6, 2010
  - o Ambassador Serra with Washington Post, December 7, 2010
  - o Ambassador Figueiredo with The New York Times, December 7, 2010
  - Thais Juvenal (BNDES), Ambassador Serra, Minister Teixeira with Mainichi Newspapers, December 7, 2010
  - o Ambassador Serra with Milenio TV, Reuters, NTV, December 8, 2010
  - o Ambassador Figueiredo with Financial Times, December 8, 2010.
  - o Minister Teixeira with BBC, December 8, 2010.
  - o Karen Suassuna (WWF Brazil), with ClimateWire, December 8, 2010.
  - o Ambassador Serra with *The Guardian, ClimateWire, Bloomberg, Toronto Star, Tokyo Shimbun*, December 9, 2010.
  - Minister Teixeira with The Economist, Bloomberg, December 9, 2010.
  - o International Media Briefing with Ambassador Figueiredo, December 10, 2010.
  - o Ambassador Figueiredo with *Bloomberg, Washington Post, The New York Times,* December 10, 2010.
  - o Minister Teixeira with ClimateWire, AEDD, December 10, 2010.
- Identified target media, conducted outreach, developed briefing document and moderator's guide related to teleconference in which Minister Guido Mantega discussed Brazil's third quarter GDP results. Developed materials and secured participation of journalists and financial analysts at teleconference.
- Conducted outreach and coordination, provided support for COP16 Convention on Climate Change.

# January 2011

- Organized and/or coordinated with CDN to execute a total of 5 one-on-one interviews / briefings / media opportunities, including:
  - o Minister Patriota with Reuters TV, Handelsblatt, January 28, 2011
  - Central Bank Governor Alexandre Tombini with The Economist, Financial Times, January 28, 2011
  - Provision of Ministry of Education's White Paper/Education Development Plan to EducationNews.org
- Identified target media, conducted outreach, developed briefing document and moderator's guide related to teleconference in which Minister of Planning Miriam Belchior discussed Brazil's infrastructure programs and 2011 goals and budget. Developed materials and secured participation of journalists and financial analysts at teleconference.
- Discussed communications strategy, conducted outreach related to World Economic Forum in January 2011.
- Disseminated press release entitled "Brazil Invests Over US \$1.4 Billion in International Cooperation Projects from 2005-2009."

# February 2011

- Organized and/or coordinated with CDN to execute a total of 10 one-on-one interviews / briefings / media opportunities, including:
  - o Américo Ribeiro, Ibama with In These Times, February 1, 2011
  - Fernando Pimentel, Minister of Development, Industry and Trade, with Global Finance, February 3, 2011
  - Robson Andrade, National Industry Confederation, with Global Finance, February 3, 2011
  - o Odnir Finotti, ProGenéricos, with Knowledge@Wharton, February 4, 2011
  - o Ministry of Health with Knowledge@Wharton, February 4, 2011
  - Jose Graziano da Silva, Candidate for FAO Director General, with *Deutsche Welle*, February 11, 2011
  - o Frederico Durães, Embrapa, with Forbes, February 15, 2011
  - o Minister Guido Mantega with Financial Times, February 18, 2011
  - Ministry of Sports and World Cup 2014 host cities with ESPN.com, February 18, 2011
  - Eduardo Celino, RENAI with Forbes, February 25, 2011
- Identified target media, conducted outreach, developed briefing document and moderator's guide related to teleconference in which Minister of Finance Guido Mantega discussed Brazil's goals and priorities for the G20 Finance Ministers. Developed materials and secured participation of journalists and financial analysts at teleconference.
- Identified target media, conducted outreach, developed briefing document, moderator's guide, and collateral materials related to teleconference with Mauricio Tolmasquim, President of Energy Research Company, related to Brazil's Belo Monte dam project. Developed materials and secured participation of journalists and financial analysts at teleconference.

#### March 2011

- Organized and/or coordinated with CDN to execute a total of 11 one-on-one interviews / briefings / media opportunities, including:
  - Mauricio Muniz, Ministry of Planning, with Reuters, March 2, 2011
  - o Roberto Garib, World Cup special adviser, with Reuters, March 2, 2011
  - o Minister Patriota with Financial Times, March 15, 2011
  - o Murilo Portugal, Febraban, with Financial Times, March 15, 2011
  - o Paulo Nascimento, Ipea, with Knowledge@Wharton, March 17, 2011
  - o Pedro Antonio Arraes Pereira, Embrapa, with Miami Herald, March 17, 2011
  - o Head of Sports, Brazilian Olympic Committee, with Miami Herald, March 21, 2011
  - o Minister Orlando Silva with Miami Herald, March 21, 2011
  - Press visit to Brazilian Volleyball Confederation Training Center in Saquarema and FGV Centre for Society and Tech, March 22, 2011
  - Ministry of Agriculture with Miami Herald, March 23, 2011
- Identified target media, conducted outreach, developed briefing document, moderator's guide, and collateral materials related to teleconference with Minister of Finance Guido Mantega related to Brazil's fourth quarter GDP results. Developed materials and secured participation of journalists and financial analysts at teleconference.

# **April 2011**

- Organized and/or coordinated with CDN to execute a total of 7 one-on-one interviews / briefings / media opportunities, including:
  - o Ministry of Tourism with Forbes related to English classes in Brazil, April 5, 2011
  - Eduardo Assad, Climate Change Secretary, with Reuters PointCarbon, April 6, 2011
  - Carlos Nobre, Research & Development Policies Secretary, with Reuters PointCarbon, April 5, 2011
  - ProGenericos written response to Forbes, week of April 11, 2011
  - Minister of Finance or Central Bank written responses to Forbes related to the IOF tax, week of April 11, 2011
  - o Minister Guido Mantega with Wall Street Journal and Dow Jones, April 13, 2011
  - o Minister Guido Mantega with The Economist, April 14, 2011
- Coordinated travel arrangements and logistics, developed briefing document and background materials related to CNBC Press Trip.
- Coordinated with media, discussed strategy, monitored and reported coverage of President Rousseff China State Visit related to BRICS Summit.

Levant Suez Consulting Corporation on behalf of Sheikh Fahad Al Ali Al Sabah and the Fahad Al Salem Center for Dialogue Among Civilizations and Defense of Liberty

# March 2011

- Reviewed and edited speeches to be given by Sheikh Fahad.
- Conducted media outreach for briefings with Sheikh Fahad in New York City and Washington,
   D.C.; staffed briefings.

# April 2011

Reviewed and edited thank you notes to Congressional members

# **ATTACHMENT 14**

# Receipts/Monies

# Government of the Republic of Turkey, Embassy

Professional fees for October 2010 (received 11/5/2010)	\$ 89,000.00
Professional fees for November 2010 (received 12/1/2010)	\$ 89,000.00
Professional fees for December 2010 (received 1/10/2011)	\$ 89,000.00
Professional fees for January 2011 (received 1/27/2011)	\$ 88,666.66
Professional fees for February 2011 (received 3/8/2011)	\$ 87,333.34

# Secretariat for Social Communications of the Federative Republic of Brazil

Professional Services fees for September 2010 (received 12/13/2010)	\$ 391,919.56
Professional Services fees for October 2010 (received 1/18/2011)	\$ 391,563.06
Reimbursement for Out of Pocket Expenses for October 2010 (received 1/18/11, 2/28/11)	\$ 9,922.10
Professional Services fees for December 2010 (received 3/7/2011)	\$ 379,351.43
Reimbursement for Out of Pocket Expenses for December 2010 (received 2/25/11 and 2/28/11)	\$ 7,974.70
Professional Services fees for January 2011 (received 3/22/2011)	\$ 384,241.58

# Levant Suez Consulting Corporation on behalf of Sheikh Fahad Al Ali Al Sabah and the Fahad Al Salem Center for Dialogue Among Civilizations and Defense of Liberty

Professional fees for March 2011 (deposit)	\$ 10,000.00
Professional fees for April 2011	\$18,092.12

# ATTACHMENT 15(a)

# **Disbursements: Monies**

# Government of the Republic of Turkey, Embassy

Amount	Description
\$ 105,000.00	Consulting services for outreach, paid 30 Point Strategies
\$ 3,925.51	Miscellaneous administrative expenses
\$ 1,213.22	Travel for M. Carney and R. Posner to Istanbul in November 2010
\$ 1,182.45	local transportation
\$ 587.30	Dinner meeting for Posner with Carney, Maietta, Dektas, Oguz, Cosar, Koceli/Embassy on
	October 29 for celebration with Embassy team
\$ 551.84	Library Database Purchased, paid Market Data Retrieval
\$ 539.15	Factiva charges
\$ 398.00	Train transportation for three performers in connection with March 1 travel to Washington DC
	on behalf of the Embassy of Turkey for the Jazz concert series
\$ 330.65	March 1 12 month hosting for turkishembassy.org
\$ 289.85	Printing of stickers for the Embassy of Turkey
\$ 227.39	iContact monthly email subscription (Turkey)
\$ 210.00	Constant Contact email service (Embassy of Turkey)
\$ 186.44	Subscription to New York Times for Embassy of Turkey
\$ 179.60	Lunch for Maietta on February 4 with C Henry and B Wilson/JALC
\$ 179.27	April 12 dinner for FH Turkey team post Jazz Event
\$ 155.00	Subscription to the Wall Street Journal for Embassy of Turkey
\$ 142.37	Supplies for Turkey Event, paid B&H Photo Video Inc
\$ 131.68	March 13 subscription costs for Embassy of Turkey
\$ 125.29	February 8 printing fees for invitations purchased on behalf of the Embassy of Turkey Jazz
	Concert
\$ 125.29	Printing of a series of four invites for the Embassy Jazz series, paid CSI
\$ 114.70	January 12 purchase of equipment for Embassy of Turkey videoshoot
\$ 108.20	Lunch meeting for Adolph on October 18 with Carney, and Sullivan during Turkey shoot
\$ 107.01	Easels and tent cards for jazz event at the Turkish Ambassador Residence
\$ 99.00	September 8 Subscription to Stratfor.com for Embassy
\$ 99.00	Subscription for Stratfor on behalf of Strategic Forecasting for Embassy of Turkey
\$ 90.00	Purchasing of an extended version of a CNN broadcast clip on President Gul and President
•	Shimon Peres on Fareed Zakaria show, paid Critical Mention

\$ 79.55	Meals for Ralph Posner on October 26 for team dinner following Embassy event
\$ 69.65	Monthly fee paid to AudioBlog/HipCast for The Embassy of Turkey podcasts
\$ 59.95	December 1 subscription to Vimeo Plus for Turkish Embassy videos
\$ 32.00	Subscription to Foreign Affairs
\$ 29.95	March 24 monthly subscription to Wufoo for Turkey
\$ 25.00	March 2 thank you to individual who lent MIC and saved \$575.01
\$ (1,485.94)	Refund for double payment of rental of interpretation equipment for Willard Hotel event, paid
	Conference Systems

TOTAL: \$ 115,108.37

# Secretariat for Social Communications of the Federative Republic of Brazil

Amount	Description
\$2500.00	Travel and lodging expenses for translation services for Brazilian Ministry of
	Science & Technology Trade Mission
\$147,670.50	Paid CDN International Inc. for professional services on behalf of SECOM for
	the months of April and June 2010
\$81,018.42	Paid CDN International Inc. for professional services on behalf of SECOM for
	the months of July and August 2010
\$80.00	Administrative expenses
\$77,951.80	Paid CDN International Inc. for professional services on behalf of SECOM for
	the months of September and October 2010
\$1156.00	Paid CDN International Inc. for professional services on behalf of SECOM for
	the month of October 2010
\$4,879.51	Transportation, lodging, meals, and administrative expenses for Fleishman-
	Hillard employee in connection with October 2010 travel to Japan for COP10
	meeting
\$4,688.87	Transportation, lodging, meals, and administrative expenses for Fleishman-
	Hillard employee in connection with November and December 2010 travel to
	Mexico for COP16 meeting
\$1,933.41	Transportation, lodging, and meal expenses for Fleishman-Hillard employee in
	connection with December 2010 travel for SECOM planning for 2011
\$1,133.00	Paid CDN International Inc. for professional services on behalf of SECOM for
	the month of December 2010
\$84,860.74	Paid CDN International for professional services on behalf of SECOM for the
	months of November and December 2010.

\$39,206.20 Paid CDN related to PR services for January 2011

TOTAL: \$447,078.45

# Levant Suez Consulting Corporation on behalf of Sheikh Fahad Al Ali Al Sabah and the Fahad Al Salem Center for Dialogue Among Civilizations and Defense of Liberty

Amount	Description
\$ 969.50	Transportation and other costs for media training
\$9.00	Miscellaneous Administrative Expenses

TOTAL: \$978.50

# ATTACHMENT 15(c)

# **Disbursements: Political Contributions**

# From Fleishman-Hillard P.A.C.

Name	Candidate	Campaign	Date	Amount
Friends of Mark Warner	Mark Warner, D-VA	Primary	12/1/10	\$ 1,000.00
Hoyer for Congress	Steny Hoyer, D-MD-At large	General	3/9/11	\$ 2,500.00
Democratic Congressional Campaign Committee	Dem. Congressional Campaign Comm.	General	3/15/11	\$ 5,000.00
National Republican Senatorial Committee	Nat'l Repub. Senatorial Committee	General	3/15/11	\$ 5,000.00
Total	•			\$13,500.00

COPIES OF ALL INFORMATIONAL MATERIALS COVERED IN ITEM 16 OF SECTION V (INFORMATIONAL MATERIALS – PAGE 8) OF SUPPLEMENTAL STATEMENT FOR PERIOD ENDING APRIL 30, 2011

Fleishman-Hillard Inc. (FARA Reg. No. 5801)

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# BRAZIL'S INDUSTRIAL HEALTH COMPLEX INITIATIVE SIGNS AGREEMENTS TO ENHANCE HEALTH INFRASTRUCTURE

Recent technology transfers between local and international laboratories call for medical innovation

BRASÍLIA, Brazil (October 8, 2010) – Brazil's Ministry of Health has recently announced agreements with nine international laboratories to improve its Health Industrial Complex, aimed at developing Brazil's overall health infrastructure and medical industry. The agreements, facilitated in conjunction with the Ministry of Health's Oswaldo Cruz Foundation (Fiocruz), continue to advance Brazil's global leadership in medical technology and innovation.

Some years ago, the Brazilian Ministry of Health established its Health Industrial Complex initiative, a program to drive investment and partnerships with Brazil's private sector in order to develop the production of medication and medical equipment in Brazil.

Today, Brazil's health sector represents 8 percent of Brazil's gross domestic product, generating nearly US\$ 95 billion per year and employing 10 percent of the Brazilian population. The country's dependency imported technology led the sector's trade balance to a US\$ 7 billion deficit.

investment in the Health Industrial Complex is channeled not only toward research, but also toward the infrastructure of medical manufacturing facilities. Between 2009 and 2012, the Ministry of Health will invest nearly US\$ 208 million in infrastructure for these units, which represents an average of US\$ 52.07 million per year, almost three times as much as the annual average investment of the previous five

A regior agreement was recently established by FioCruz and a Ukrainian laboratory, Indar, to produce insulin. An investment of US\$ 100 million was made to further the scientific development of insulin production and for the construction of a factory. The first shipment of products was distributed in Brazil in 2008, and in 2009, two additional companies registered insulin in Brazil, totaling five companies active in this growing business in the country. Since 2009, the Ministry of Health has acquired 13.5 million vials of insulin per year. With 7.5 million diagnosed diabetics in Brazil, these investments in medical research and infrastructure have allowed Brazilians to pay the lowest price globally for a human insulin vial in 2009, equal to an estimated savings of US\$ 17 million.

During a visit to London by Brazil's Minister of Health, José Gomes Temporão, FioCruz reached an agreement totaling US\$ 95 million with international pharmaceutical company GlaxoSmithKline to develop new vaccines to fight dengue, malaria and yellow fever. The investment will be applied to the creation of a FioCruz Center for Research and Development, and will promote new technologies for the prevention and treatment of dengue, malaria and yellow fever. It is the first alliance of its kind, between a multinational company and a public laboratory, where each will finance one half of the forecasted resources.

The Ministry of Health has continued to foster major agreements for additional technology transfers between local and international laboratories. In a recent visit to China, Minister Temporão coordinated a technology transfer agreement between Brazil's largest pharmaceutical laboratory, EMS, and Chinese pharmaceutical laboratory Shanghai Biomabs to produce six revolutionary biotechnology products in

Brazil. Among the new products are monoclonal antibodies, which are biological medications used for the costly treatment of serious diseases, including various forms of cancer, rheumatoid arthritis, and osteoporosis, among others.

Below is a full list of agreements and their details:

# Qiagen (Germany)

**Description:** A technology transfer agreement between Brazilian laboratory Bio-Manguinhos (a FioCruz unit) and Qiagen, for the production of diagnostic tests to detect HIV/HCV in molecular platforms through the extraction of RNA through local blood center samples.

This project, initiated by the Secretariat of Health Attention and the Ministry of Health, through the General Coordination of Blood and Blood Derivatives, aims to provide high-sensitivity tests with a significant reduction of the immunological phase time of the two diseases.

Date of Agreement: April 30, 2009

**Status of Agreement:** The agreement was implemented in 2010 and the multi-center study is in progress. An estimated 480,000 tests will be conducted by the end of the agreement.

# **Chembio (United States)**

Confirmatory Immunoblot DPP HIV 1/2 Quick Test (Additive)

**Description:** An agreement between FioCruz and Chembio, an American diagnostic testing company, which aims to determine areas of improvement for the Confirmatory Immunoblot DPP HIV 1/2 Quick Test, which detects HIV 2 infection.

In addition, this agreement aims to replace the traditional immunofluorescence diagnosis produced by Bio-Manguinhos, and can be used in the two new algorithms in conjunction with the AIDS, STD and Viral Hepatitis programs.

Note: All agreements between FioCruz and Chembio have been mediated by the Unit of Bio-Manguinhos.

Date of Agreement: May 15, 2009

Status of Agreement: The agreement is undergoing the registration process with The National Health Surveillance Agency (Anvisa), with approval expected by the end of 2010. An estimated 100,000 tests have been shipped in 2010.

Canine Visceral Leishmaniasis DPP Quick Test

Description: A technology transfer agreement between Bio-Manguinhos and Chembio, which transfers all technical information related to DPP technology, thus enabling the manufacturing process to take place in Brazil, and the Ministry of Health to facilitate the distribution.

Date of Agreement: January 28, 2008

**Status of Agreement:** The agreement is undergoing the registration process with Anvisa, with approval expected by the end of 2010. An estimated 500,000 tests have been shipped in 2010.

#### Genzyme

**Description:** An agreement between Bio-Manguinhos and Chembio, which calls for cooperation to develop modern therapy mechanisms for neglected diseases, including chagas, leishmaniasis, malaria and fibrosis, and for cell therapy and regenerative medicine.

Date of Agreement: July 23, 2007

Status of Agreement: The agreement will expire on the date that the work plan is concluded.

# Cipla Ltd. (India)

A technology transfer agreement between Farmanguinhos (a FioCruz unit) and Cipla Ltd., for the formulation of Artesunate-Mefloquine, to develop a treatment of malaria.

Date of Agreement: The agreement took place between 2003 and 2008

## Lupin (India)

**Description:** An agreement between Farmanguinhos and Lupin for the production of tuberculostatic medicine, including Isoniazid, Rifampicin, Ethambutol and Pyrazinamide.

#### Glaxo Smithkline (United Kingdom)

# Dengue

**Description:** The agreement, signed between Glaxo Smithkline and Bio-Manguinhos, is aimed to facilitate the collaborative development of a purified, inactivated vaccine to fight against dengue. The vaccine will be used and distributed by the Ministry of Health's National Immunization Program (PNI).

Date of Agreement: August, 17, 2009

#### Pneumococcus Vaccine

**Description:** A technology transfer agreement between Bio-Manguinhos and Glaxo Smithkline for the production of a vaccine to fight against Streptococcus Pneumoniae 10. The vaccine will be used and distributed by the Ministry of Health's National Immunization Program (PNI).

Date of Agreement: August 17, 2009

Status of Agreement: In 2009, 420,000 doses were distributed, and an additional 13 million doses will be distributed by the end of 2010 to PNI.

Rotavirus

A technology transfer agreement between Bio-Manguinhos and Glaxo Smithkline for Rotavirus, a vaccine that fights against rubella, measles and mumps.

# Indar (Ukraine)

A technology transfer agreement signed in 2006, between Farmanguinhos and Indar for the production of Human Recombinant Insulin.

# Heber Biotech S.A. (Cuba)

**Description:** A technology transfer agreement signed in 2004, between Bio-Manguinhos and Cuba-based Heber Biotech S.A., for the production of Human Recombinant Interferon Alpha 2b. The agreement was signed in conjunction with the Center for Genetic Engineering and Biotechnology (CIGB).

**Status of Agreement:** 2008 marked the agreement's concluding stage for production of the active pharmaceutical ingredient, including quality control of the cell bank.

The joint development of PEGylated Interferon Alpha 2b began with the first phase of the testing of rats. In the second phase of development, Bio-Manguinhos completed pre-clinical studies in primates. If positive results are achieved, the clinical studies of phase 1 will take place during the final months of 2010.

# Cimab S.A (Cuba)

**Description:** A technology transfer agreement signed in 2004, between Cimab S.A. and the Center for Molecular Immunology (CIM) for the production of Human Recombinant Epoetin Alpha.

Status of Agreement: In 2008, the project concluded its second phase with the absorption of the formulation process.

###

**About SECOM:** The Secretariat for Social Communication (SECOM) of the Presidency of Brazil is responsible for coordinating the public relations activities for the government of Brazil. For more information, please visit: <a href="https://www.brasil.gov.br">www.brasil.gov.br</a>

# ASD/CES/REGISTRATION UNIT

# BRAZIL ANNOUNCES THREE NEW INITIATIVES TO ADVANCE CLIMATE CHANGE POLICY AND REDUCE NATIONAL CARBON FOOTPRINT

President Lula states Brazil is on track to meet carbon reduction targets four years earlier than promised

BRASILIA (October 26, 2010) – At the meeting of Brazil's Forum on Climate Change today, President Luiz Inácio Lula da Silva announced three new initiatives geared toward measuring and lowering Brazil's national greenhouse gas emissions. These initiatives, which all fall under the framework of Brazil's national policy on climate change and help meet the voluntary commitments Brazil made at the 15<sup>th</sup> United Nations Climate Change Conference (COP15), include: developing the Second National Communication to the United Nations Framework Convention on Climate Change (UNFCC), signing a decree establishing rules for the National Fund on Climate Change, and setting guidelines and strategic actions to lower the greenhouse gas emissions of five specific industry sectors.

In his address to the Forum, President Lula congratulated the inter-governmental group on their efforts to advance Brazil's move toward a low-carbon economy, stating: "Today's announcement shows once again that Brazil can be proud of the environmental agenda we have been building in recent years. Since 2003, we have been working closely to address climate change, and even with strong economic growth, our actions have already resulted in a reduction of 2.8 billion tons of carbon dioxide."

"If we keep this pace – and everything indicates that we shall do so – we will accomplish our goal of voluntary carbon dioxide reductions in 2016, four years before we had promised," he added.

Over the last seven years, Brazil has reduced the rate of deforestation in the Amazon by more than 70 percent, reducing emissions by 2.9 billion tCO<sub>2</sub>eq (tons of carbon equivalent). These figures are above and beyond the voluntary commitments made by Brazil at COP15 held in Copenhagen last year.

# Second National Communication Provides Updated National Inventory of Greenhouse Gas Emissions

Brazil's Second National Communication to the UNFCC, submitted today, is significant because it provides an updated national inventory of greenhouse gas emissions detailing the breakdown of Brazil's overall carbon footprint by economic sector from 1990-2005. This inventory is a powerful tool to help define sector-specific actions to lower greenhouse gasses under the National Policy on Climate Change. More than 600 institutions and some 1,200 experts from various sectors — energy, industrial, forestry, agriculture, and waste treatment — were mobilized for its preparation.

The Second National Communication is a follow-up to the original communication Brazil submitted in 2004 in commitment to the UNFCC, detailing the status of national measures to fight climate change. The Second Communication inventory provides data for five years further than the reporting period established by the guidelines of the Convention, which was 1990-2000.

FNMC Decree Establishes Steering Committee to Manage Allocation of Financial Resources Another significant development was the signing of a decree determining the rules for the National Fund on Climate Change (FNMC), which established a steering committee to manage, monitor and evaluate the allocation of financial resources for national projects, studies and actions to mitigate and adapt to climate change and its effects. This steering committee will consist of representatives from the Brazilian government, scientific community, entrepreneurs, workers and non-governmental organizations.

The FNMC allows existing federal resources as well as those allocated by the Law of Petroleum to be used to fund national climate change programs. In addition to funds from the special participation in the profits of the oil production chain, the FNMC may receive funds from other sources, including international resources, including those that may be established under the Climate Convention. The initial FNMC budget estimated for 2011 is US\$ 132 million (R\$ 226 million).

# **Executive Summary of Sector-Specific Plans for Mitigation**

The Brazilian government also announced the development of executive summaries for five sector-specific plans to lower emissions by fighting deforestation in the Amazon and Cerrado regions and through reforms in the energy, agriculture and steelmaking sectors. Each executive summary consists of a brief description of commitments, methodologies, guidelines and strategic actions to tackle climate change.

These summaries will be submitted to the Forum for further discussion in a meeting to be held in November.

## **Setting a Foundation for COP16**

The initiatives announced today at the annual meeting of the Brazilian Forum on Climate Change will set the foundation for Brazil's strategy for the 16<sup>th</sup> United Nations Climate Change Conference (COP16), scheduled to take place in Cancun, Mexico, from November 29 to December 10, 2010.

"Today, Brazil is certainly one of the countries that has presented the most concrete results in tackling climate change," said President Lula.

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#### **About SECOM:**

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# **BRAZIL UNEMPLOYMENT RATE AT 6.2% FOR SEPTEMBER 2010**

BRASILIA (October 21, 2010) – The Brazilian government announced today that the country's unemployment rate in September reached its lowest level since March 2002, decreasing 0.5 percent since August 2010 (6.7 percent), and 1.5 percent since September 2009 (7.7 percent), for an unemployment rate of 6.2 percent in September 2010, according to data released by the Brazilian Institute of Geography and Statistics (IBGE).

The employed population (22.3 million people) grew 0.7 percent since August 2010, and 3.5 percent since September 2009. The unemployed population (1.5 million) decreased 7.5 percent since August 2010 and has fallen by 17.7 percent since September 2009.

The number of workers with a formal contract (10.3 million) remained stable throughout the month of September, and has increased 8.6 percent over the year ending September 2010. The average real income earned by workers (R\$ 1,499.00, approx. US\$ 880) increased 1.3 percent compared to the previous month and 6.2 percent since September 2009. The volume of average real income earned by the employed population (R\$ 33.8 billion in September 2010, approx. US\$ 19.88 billion) increased 2.1 percent in the month and 10.1 percent since September 2009. The volume of real income earned by the employed population (R\$ 33.5 billion in August 2010, approx. US\$ 19.7 billion) increased 2.6 percent in the month and 10.5 percent over the year ending in September 2010. The household monthly income per capita (R\$ 999.35, approx US\$ 587.68) increased 2.3 percent since August 2010 and 8.8 percent since September 2009.

Indicator/period	SEPTEMBER 2010	August/10	September/09
Unemployment rate	6.2%	6.7%	7.7%
Real income usually earned	1,499.00	1,480.18	1,411,10
Variation of income i	n relation to:	1.3%	6.2%

Variation of income in relation to:

Source: Brazilian Institute of Geography and Statistics (IBGE)

Unemployment rate, from August 2009 to September 2010

The unemployment rate for September 2010 (6.2 percent) was the lowest since the beginning of the survey for instituted in March 2002 for the group of the parcent in the process of the parcent in the process of the parcent in series, initiated in March 2002, for the group of six metropolitan areas. The rate decreased 0.5 percentain relation to August 2010 and 1.5 percent in relation to September 2009 (7.7 percent). The average unemployment rate from January to September 2010 was estimated at 7.1 percent, which was of 1.3 percent less than the unemployment rate during the same period last year (8.4 percent).

In an analysis by region, the unemployment rate had a statistically significant variation only in the metropolitan area of Salvador, where unemployment was down 1.4 percent compared to the previous month. In an analysis of the past year, ending in September 2010, declines were recorded in Recife (1.7 percent), Belo Horizonte (1.5 percent), São Paulo (2.4 percent) and Porto Alegre (1.3 percent). Unemployment rates in Salvador and Rio de Janeiro showed no variation in the analysis from September 2009 to September 2010.

## **Unemployed population**

Brazil's unemployed population, estimated at 1.5 million people in the group of six areas covered by the survey, decreased 7.5 percent compared to August 2010. The number of unemployed fell 17.7 percent (by 319,000 people) from September 2009 to September 2010.

#### **Employed population**

The employed population (22.3 million) in the six regions in the survey increased by 0.7 percent since August 2010, and 3.5 percent since September 2009 (an increase of 762 employed people over the year).

Employment across all industries remained stable in comparison to August 2010 figures. In a comparison by year, employment increased in the mining and quarrying industry, manufacturing industry, and in the industry responsible for distributing electricity, gas and water (3.5 percent); Services rendered to enterprises, real estate activities and financial intermediation (4.4 percent); Education, health, social services, public administration, defense and social security (5.9 percent); and other services (8.2 percent).

The number of workers with formal contracts in the private sector (10.3 million) for the group of six areas remained stable compared to August 2010 and increased 8.6 percent (816,000 additional jobs with formal contracts) compared to September 2009.

#### Income

The average real income earned by workers in the six regions surveyed, R\$ 1,499.00 (approx. US\$ 880) in September 2010, showed an increase of 1.3 percent since August 2010. In relation to September 2009, employed workers' average incomes increased 6.2 percent.

# The Brazilian Institute of Geography and Statistics (IBGE)

To access more information about IBGE in English and the full press release in Portuguese, please visit: <a href="https://www.ibge.gov.br">www.ibge.gov.br</a>

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# BRAZIL INVESTS OVER US\$ 1.4 BILLION IN INTERNATIONAL COOPERATION PROJECTS FROM 2005-2009

BRASÍLIA, Brazil (Jan. 24, 2011) - The Brazilian government invested over US\$ 1.43 billion in international aid and cooperative projects between 2005 and 2009, as confirmed by the results of a survey conducted by Brazil's Institute of Applied Economic Research (IPEA). The study reveals that the value of these investments nearly doubled from US\$ 158.0 million in 2005 to over US\$ 362.0 million in 2009.

The majority of the dollars invested were allocated to international organizations and regional banks, which received 76.1 percent of the total investment; 14 percent was allocated to international humanitarian aid and projects to promote technological innovation; and 10 percent to scholarships.

Countries in Latin America and the Caribbean were the top recipients of the resources, receiving 76 percent of total humanitarian aid and 35 percent of the total funds invested to promote technological innovation. Notably, the results reveal that investment in international humanitarian aid and projects to promote technical innovation appreciated significantly, from US\$ 17.29 million in 2005 to US\$ 110.55 million in 2009.

The Brazilian government's contribution to international organizations also appreciated during this time period, from nearly US\$ 179.47 million to over US\$ 296.13 million. International sources of financing for developing countries, including the Inter-American Development Bank, the World Bank and the African Development Bank received 37 percent of investments allocated to international organizations and regional banks.

In addition, more than US\$ 257.24 of investment in international organizations was dedicated to the countries of the Southern Cone Market (MERCOSUL). The Brazilian government also contributes approximately 70 percent of the annual resources of its Structural Convergence Fund (FOCEM) to MERCOSUL (FOCEM was established in 2004 and aims to develop and promote the economic and trade leadership of MERCOSUL).

The IPEA survey also presents statistics on Brazilian government operations for peacekeeping, totaling over US\$ 367.0 million from 2005 to 2009. The survey also details investment for refugee relief, which supports over 4,200 refugees from approximately 76 countries that currently live in Brazil.

IPEA partnered with the Brazilian Ministry of Foreign Affairs Cooperation Agency (ABC), with the support of the staff to the President, to compile the survey results. The data was also compiled in conjunction with over 60 governmental agencies and entities linked directly to the federal government.

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